



## **Aramark to Open Retail Paradise with Gigantic MLB.com Shop at 2016 MLB All-Star FanFest**

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### **35,000 Square Foot Store Inside San Diego Convention Center to Offer Largest Selection of Official 2016 All-Star Souvenirs and MLB Merchandise**

PHILADELPHIA, July 7, 2016 /PRNewswire/ -- For the 18<sup>th</sup> consecutive year, Aramark (NYSE: ARMK) will manage the MLB.com Shop at MLB All-Star FanFest, on behalf of Major League Baseball. Fans attending the 2016 MLB All-Star FanFest at the San Diego Convention Center in San Diego, CA will find a 35,000 square foot shopping experience fully stocked with the largest selection of official MLB All-Star and team apparel and souvenirs.



Opening on Friday, July 8, the MLB.com Shop has over 1,000 different styles of officially licensed clothing from leading brands such as Nike, Majestic, New Era, Under Armour, 47 Brand and more. Fans of all ages will find a wide variety of gear from authentic batting practice and game jerseys and caps to fashionable women's wear and footwear to stylish shirts and tees for children. Additionally, the signature New Era hat wall features over 150 styles of baseball caps.

"We are excited to, once again, be working with Major League Baseball to create the ultimate retail shopping experience for fans attending All-Star FanFest," said Carl Mittleman, president of Aramark's Sports and Entertainment division. "With this year's MLB.com Shop featuring the largest selection of All-Star apparel and souvenirs ever offered in a single location, fans will have plenty of keepsakes to choose from to celebrate and commemorate the 2016 MLB All-Star Game."

This year's assortment of items celebrate Southern California's flair and style. Shoppers will find skateboards from Element, 100% recycled shirts from SustainU, youth clothing from Outerstuff, Levi's denim jackets, and military-themed All-Star apparel from Majestic. Bat engraving, jersey and socks customization, pin and patch collectibles and surfboard figurines will also be available.

To further enhance the shopping experience at MLB.com Shop, Aramark has lined up numerous brand activations and opportunities for consumer interactivity, such as DJs, game shows, selfie stations and green screen photographs.

In addition to MLB.com Shop, Aramark will manage Official MLB All-Star retail locations at eight Official MLB All-Star hotels, Embarcadero Marina Park South and Pepsi Block Party along J Street as well as aboard the USS Midway.

Aramark currently manages retail services for more than 15 major league teams across professional sports, including seven MLB teams. In addition to its MLB All-Star Game affiliation, Aramark has a long history and extensive experience running retail operations for premier events such as the Super Bowl, NHL and NBA All-Star Games and the NCAA Final Four.

#### **About Aramark**

Aramark (NYSE: ARMK) delivers experiences that enrich and nourish people's lives through innovative services in food, facilities management, and uniforms. United by a passion to serve, our 270,000 employees make a meaningful difference each day for millions of people in 21 countries around the world. Aramark is recognized as one of the *World's Most Admired Companies* by *FORTUNE*, rated number one among Diversified Outsourcing Companies, as well as among the World's Most Ethical Companies by the Ethisphere Institute. Learn more at [www.aramark.com](http://www.aramark.com) or connect with us on [Facebook](#) and [Twitter](#).

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